

Sweden-Malmö: Advertising and marketing services
OJ S 245/2023 20/12/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Visit Skåne AB
National registration number: 556747-5198
Postal address: Business Region Skåne AB
Town: MALMÖ
NUTS code: SE2 Södra Sverige
Postal code: 20525
Country: Sweden
Contact person: Emma Laakkonen
E-mail: emma.laakkonen@b3.se
Internet address(es):
Main address: <https://visitskane.com/sv>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kreativ PR- och konceptbyrå för internationell marknadsföring av Skåne som besöksdestination
Reference number: 2023-VIS000108

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Visit Skåne AB inbjuder till anbudslämning i upphandlingen av kreativ PR- och konceptbyrå för internationell marknadsföring av Skåne som besöksdestination.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Lowest offer: 42 450,00 SEK / Highest offer: 59 750,00 SEK taken into consideration

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE Sverige

II.2.4. Description of the procurement

Visit Skåne AB inbjuder till anbudslämning i upphandlingen av kreativ PR- och konceptbyrå för internationell marknadsföring av Skåne som besöksdestination.

II.2.5. Award criteria

Quality criterion - Name: Offererat team och intervju / Weighting: 350000

Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 135-431626](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/11/2023

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Prime International AB

National registration number: 556579-9250

Postal address: Slussplan 9

Town: Stockholm

NUTS code: SE2 Södra Sverige

Postal code: 10064

Country: Sweden

E-mail: upphandling@primegroup.com

Internet address: <http://www.primigroup.com>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 42 450,00 SEK / Highest offer: 59 750,00 SEK taken into consideration

V.2.5. Information about subcontracting**Section V: Award of contract**

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

08/11/2023

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: BBDO Nordics AB

National registration number: 556212-9873

Postal address: Sveavägen 75

Town: stockholm

NUTS code: SE Sverige

Postal code: 113 50

Country: Sweden

E-mail: Ylva.kallstedt@ehrenstrahle.se

Internet address: <http://www.ehrenstrahle.se>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 42 450,00 SEK / Highest offer: 59 750,00 SEK taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/11/2023

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Differ Agency AB

National registration number: 559146-5926

Postal address: Regeringsgatan 67

Town: STOCKHOLM

NUTS code: SE Sverige

Postal code: 11156

Country: Sweden

E-mail: emelie.rosen@differ.se

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 42 450,00 SEK / Highest offer: 59 750,00 SEK taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Mercell annons: <https://opic.com/id/afnfdlllmb>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

15/12/2023